From Farm to Label
How Nutrition gets to Point of Shelf Labeling

Supermarket Dietitian Symposium 2012

By: Patty Packard MS, RD
Director of Nutrition and Regulatory
Vestcom
Agenda

• Cover the analysis of food products
• FDA requirements for Nutrition Facts Panels
• Making claims
USDA National Nutrient Database
Standard Reference Release #24
Cauliflower, Raw: ½ Cup
Kcals = 27
Fiber = 2.1 g
Vit C = 51 mg
TRUE or FALSE: The nutrient analysis of any $\frac{1}{2}$ cup of cauliflower will always have the exact same amount of calories, fiber and vitamin C.

USDA National Nutrient Database Standard Reference Release #24 Cauliflower, Raw: $\frac{1}{2}$ Cup
Kcals = 27, Fiber = 2.1 g, Vitamin C = 51 mg
FALSE
The Variance is due to many factors:
Where grown – Florida, California
Nutrients in the soil – Calcium, Potassium, etc.
Weather – Too Dry, Too Wet
Ripeness – Amount of sugar
True or False

Nutrition Facts on a label are always an exact match to the food inside the package.
FALSE
Researchers at Tufts University recently looked at 29 restaurant meals from casual dining establishments such as Wendy's and Ruby Tuesday and 10 frozen supermarket meals like Lean Cuisine, Weight Watchers, and Healthy Choices.

The frozen meals averaged 8% more calories (24-30 kcals) than the calories listed on the nutrition label.

*The Accuracy of Stated Energy Contents of Reduced-Energy, Commercially Prepared Foods, Lorien E. Urban, MS; Gerard E. Dallal, PhD; Lisa M. Robinson, RD; Lynne M. Ausman, DSc, RD; Edward Saltzman, MD; and Susan B. Roberts, PhD. *Journal of the American Dietetic Association*, Volume 110, Issue 1 (January 2010),
Fitness Magazine
Question: "How accurate are nutrition labels? Can you really trust the numbers?"

The New York Times
Counting of Calories Isn’t Always Accurate
Analysis of 10 frozen meals averaged 8% more than the calories listed on the nutrition label.
Mixed Dishes and Size of Portions
How are Foods Analyzed for the NFP?

Title 21 of the Code of Federal Regulations (21 CFR 101.9(g))

• FDA analyzes food samples that have been randomly collected from a day's production.

• The sample for nutrient analysis shall consist of a composite of 12 subsamples (consumer units), taken 1 from each of 12 randomly chosen shipping cases.

• The 12 samples are then combined and made into one homogenous composite test sample.
• Raw data is rounded
• Daily Values are determined
• All labeling data is as packaged, not as prepared
  – As packaged includes popcorn, muffins, cake mixes, etc
  – As prepared labeling is optional
• Nutritional claims is based on as packaged labeling
Here is an Example of a Claim

Serving Size: 3oz (84g/about 12 pieces)

- Calories [per serving]: 140
- Total Fat: 5.0g
- Saturated Fat: 0.0g
- Trans Fat: 0.0g
- Poly- unsaturated Fat: 1.0g
- Mono- unsaturated Fat: 4.0g
- Cholesterol: 0.0mg
- Sodium: 140mg
Bringing Claims to Life on Shelf

Anissa Buckley
Senior Director, Marketing
Vestcom
Vestcom

- Largest health & wellness shelf-edge provider in the U.S. working with 25 Retail Chains representing 7,800 stores.
- Vestcom’s nutrition database program, healthyAisles®, provides nutrition data in which FDA nutrition claims are determined on the food based products
  - 3 of the top 5 grocery retailers use healthyAisles®

healthyAisles® uses:
- State-of-the-art proprietary data capture technology
- Dedicated IT & Database Management team
- Five Registered Dietitians
Benefits of at shelf call outs:

- Establishes credibility with shoppers that the brands involved are “better for you”
- Builds relationships with shoppers
- Allows for targeted messaging:
  - By store, by aisle
  - By nutrition theme
  - By chronic condition
60% of Decisions Made at Shelf Edge
AHA Certified Products – Non Promotional Message
Total Estimated Incremental Dollar Sales

• AHA certified product dollar sales at total store level - Test store sales increase was 5% points higher than control stores

### Percent Change Pre-Period vs. Pgm-Period
Total Store AHA Certified Product Dollars

<table>
<thead>
<tr>
<th>Percent Change P1 to P2</th>
<th>Test - Control Lift</th>
<th>5% Lift</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.4%</td>
<td>7.4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

### AHA Certified Product $ Sales Per Store

<table>
<thead>
<tr>
<th></th>
<th>Pre Period</th>
<th>Program Period</th>
<th>% Chg</th>
<th>% Pt. Lift</th>
<th>$ Chg</th>
<th>$ Lift Per Store</th>
<th>Total $ Lift</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Control Store</td>
<td>$20,805</td>
<td>$21,313</td>
<td>2.4%</td>
<td></td>
<td>$508</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Per Test Store</td>
<td>$20,750</td>
<td>$22,285</td>
<td>7.4%</td>
<td>5.0%</td>
<td>$1,535</td>
<td>$1,027</td>
<td>$1,101,053</td>
</tr>
</tbody>
</table>

*Total Dollar Lift = $ Lift per Store X 1,072 printing stores
Web Page Content:

- Breakfast Recipes < 200 Calories
- Product list of other items < 200 Calories
- Information about Diet and why its important to eat a good, but ‘calorie smart’ breakfast.
Issues that can reduce effectiveness of Nutrition Shelf Programs:

1. Keeping Tags on the shelf (torn, knocked off)
   • Have a replenishment system in place

2. Keeping data current and of high quality
   • Work with your shelf edge nutrition provider to identify new and reformulated data

3. Getting Private Label data scored
   • Ensure your Private Label team is engaged with your shelf edge nutrition provider

4. Shopper Communications: Ensure shopping lists and website information is updated monthly
Thank You!